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MOVING MEDIA ENTERTAINMENT LIMITED

CIN: U92419MH2022PLC382959

Our Company was incorporated on May 19, 2022, as a Private Limited Company in the name of “Moving Media Entertainment Private Limited” under the provisions of the Companies Act, 2013 with the Registrar of Companies, Central Registration Centre. Subsequently, pursuant to a Special Resolution of our Shareholders passed in the Extra-Ordinary General Meeting held on June 25, 2024, our Company was converted from a Private Limited Company to Public Limited Company and consequently, the name of our Company was changed to ‘Moving Media Entertainment Limited’ and a Fresh Certificate of Incorporation consequent to Conversion was issued on July 24, 2024 by the Registrar of Companies, Central Processing Centre. Subsequently, our Company acquired the running business on a going concern basis with the assets and liabilities of M/s Moving Media, sole proprietorship concern of our promoter Mr. Kuuldeep Beshawar Nath Bhargava vide Business Transfer Agreement dated August 05, 2024, effective from April 01, 2024. The Corporate Identification Number of our company is U92419MH2022PLC382959. For details in relation to the incorporation, Change in Registered Office and other details, please refer to the chapter titled *“Our History and Certain Other Corporate Matters”* beginning on Page 150 of the Red Herring Prospectus.

Registered Office: B 39/155, Siddha CHS, Opp. Ozone, Swimming Pool, Siddharth Nagar, Goregaon West, Mumbai - 400104, Maharashtra, India.

Tel: +91 98200 11605 | **E-mail:** info@movingmedia.me | **Website:** www.movingmedia.in | **Contact Person:** Ms. Surbhi Gupta, Company Secretary and Compliance Officer

PROMOTERS OF OUR COMPANY ARE MR. KUULDEEP BESHAWAR NATH BHARGAVA, MR. AYUSH BHARGAVA AND MS. ANJALI BHARGAVA

“The issue is being made pursuant to Chapter IX (Initial Public Offer by Small and Medium Enterprises) of the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended from time to time (SEBI ICDR Regulations).

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON THE EMERGE PLATFORM OF THE NATIONAL STOCK EXCHANGE. NSE SHALL BE THE DESIGNATED STOCK EXCHANGE.”

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 62,00,000* EQUITY SHARES OF FACE VALUE OF ₹10.00 EACH (THE “EQUITY SHARES”).

**Subject to finalisation of basis of allotment.*

DETAILS OF THE SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION - Not Applicable as the entire issue constitutes fresh issue of equity shares.

PRICE BAND: ₹ 66.00 to ₹ 70.00 PER EQUITY SHARE OF FACE VALUE OF ₹ 10.00 EACH

THE FLOOR PRICE IS 6.6 TIMES OF THE FACE VALUE OF THE EQUITY SHARES AND CAP PRICE IS 7.0 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FY 2024-25 AT THE FLOOR PRICE IS 7.76 TIMES AND AT THE CAP PRICE IS 8.23 TIMES.

BIDS CAN BE MADE FOR A MINIMUM OF 2,000 EQUITY SHARES AND IN MULTIPLES OF 2,000 EQUITY SHARES THEREAFTER.

ISSUE PROGRAM

ANCHOR BID OPENS ON: WEDNESDAY, JUNE 25, 2025

ISSUE OPENS ON: THURSDAY, JUNE 26, 2025

ISSUE CLOSES ON: MONDAY, JUNE 30, 2025

Our Company is a Camera and Lens equipment outsourcing company, engaged in providing end to end camera and lens equipment on a package rental basis in India. Our company caters to the media and entertainment industry across the country. We provide camera, camera lenses, filters, grips, gimbal, monitors, sound equipment and other peripherals like lighting setup on package rental basis mainly to small, medium and large corporate engaged in the entertainment industry. Based on our client’s requirements, we offer them tailor-made packaged rental schemes that suit their requirements.

ALLOCATION OF THE ISSUE

QIB PORTION	NOT MORE THAN 50.00% OF THE NET ISSUE
RETAIL INVESTOR PORTION	NOT LESS THAN 35.00% OF THE NET ISSUE
NON-INSTITUTIONAL PORTION	NOT LESS THAN 15.00% OF THE NET ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER.

The price band is justified based on the qualitative factors, quantitative factors and KPIs disclosed in the chapter title *“Basis for Issue Price”* beginning on page 97 of the Red Herring Prospectus.

RISKS TO INVESTORS

1. **Risk to Investors: Summary description of key risk factors based on materiality:**

- Our business is capital intensive in nature. If we are unable to raise additional funds when needed, or on terms acceptable to us, we may be required to scale down or abandon our expansion & growth plans and/or reduce capital expenditures and the size of our operations, any of which could materially and adversely affect our business, financial position and results of operations.
- We generate a significant percentage of our revenue from few clients. The loss of any one or more of our major clients would have a material adverse effect on our business operations and profitability.
- We depend on a few key suppliers who help us procure cameras. Our Company has not entered into long-term agreements with its suppliers for the same. In the event we are unable to procure the same, at competitive prices our business, results of operations and financial condition may be adversely affected.
- Changes in technology render our current equipment obsolete and require us to make substantial capital investments.
- Our company faces uncertainty, and payment risks due to Project-Based Business.

2. **Details of suitable ratios of the company and its peer group for the latest full financial year:** Not Applicable as our company does not have any listed peer group operating in the same line of business.

3. **Weighted Average Return on Net worth for the last 3 financial years (RONW)**

As per Restated Financial Statements

Financial Year ended	RONW (%)	Weights
March 31, 2023	99.34%	1
March 31, 2024	87.01%	2
March 31, 2025	26.35%	3
Weighted Average	58.74%	

Note: The Return on Net worth has been computed by dividing net profit after tax (as restated), by Net worth (as restated) as at the end of the year.

4. **Disclosures as per clause (9)(K)(4) of Part A to Schedule VI:**

a) **The price per share of our Company is based on the primary issuance of equity shares**

Except as disclosed below, there has been no issuance of Equity Shares, during the 18 months preceding the date of the Red herring prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days:

Date of Allotment	No. of Equity Shares Allotted	Face value per Equity share (₹)	Issue Price per Equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration (₹ in Lakhs)
August 05, 2024	10,91,056	10.00	160.00	Business Transfer	Other than Cash	1,745.69

b) **The price per share of our Company based on the secondary transaction of equity shares:**

There have been no secondary sale/acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of this certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

c) **Weighted average cost of acquisition, floor price and cap price:**

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price* (i.e. ₹ 66.00)	Cap price* (i.e. ₹ 70.00)
Weighted average cost of acquisition of primary issuance as per paragraph (a) above	160	0.41 times	0.44 times
Weighted average cost of acquisition for secondary transaction as per paragraph (b) above	Nil	Nil	Nil

ADDITIONAL INFORMATION FOR INVESTORS

- Details of proposed /undertaken pre-issue placements from the DRHP filing date** - Our Company has not undertaken any Pre-IPO Placements from the DRHP filing date.
- Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date** - Our promoter(s) and promoter group(s) have not undertaken any transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company from the DRHP filing date.

3. **Pre-Issue Shareholding of Promoter / Promoter Group and Additional Top 10 Shareholders of the Company:**

Sr. No.	Pre-Issue shareholding as at the date of Advertisement			Post-Issue shareholding as at Allotment ⁽³⁾			
	Shareholders	Number of Equity Shares ⁽²⁾	Share holding (in %) ⁽²⁾	At the lower end of the price band (₹ 66.00)		At the upper end of the price band (₹ 70.00)	
				Number of Equity Shares ⁽²⁾	Shareholding (in %) ⁽²⁾	Number of Equity Shares ⁽²⁾	Shareholding (in %) ⁽²⁾
Promoters							
1.	Mr. Kuuldeep Beshawar Nath Bhargava	1,07,15,436	85.00	●	●	●	●
2.	Mr. Ayush Bhargava	6,060	0.05	●	●	●	●
3.	Ms. Anjali Bhargava	60,600	0.48	●	●	●	●
Promoter Group							
4.	Mr. Anirav Bhargava ⁽¹⁾	6,060	0.05	●	●	●	●
Additional Top Ten Shareholders							
5.	Chanda Rambali Yadav	6,060	0.05	●	●	●	●
6.	Parul Batra	6,060	0.05	●	●	●	●
7.	Stanley Mudda	6,060	0.05	●	●	●	●
8.	Dhruv Sharma	120,000	0.95	●	●	●	●
9.	Prachi Shailesh Trivedi	7,20,000	5.71	●	●	●	●
10.	Rakesh Bissa	1,20,000	0.95	●	●	●	●
11.	Sonal Vichare	8,40,000	6.66	●	●	●	●

Notes:

- The Promoter Group shareholder is Mr. Anirav Bhargava
- Includes all options that have been exercised until date of prospectus and any transfers of equity shares by existing shareholders after the date of the pre-issue and price band advertisement until date of prospectus.
- Based on the Issue price of ₹ [●] and subject to finalization of the basis of allotment.”.

BASIS FOR ISSUE PRICE

The *“Basis for Issue Price”* on page 97 of the offer document has been updated with the above price band. You may scan the QR code given on the first page of this Advertisement for the chapter titled *“Basis for Issue Price”* on page 97 of the Red Herring Prospectus.

INDICATIVE TIMELINES FOR THE ISSUE

Sequence of Activities	Listing within T+3 days (T is Issue Closing Date)
Application Submission by Investors	Electronic Applications (Online ASBA through 3-in-1 accounts) - Up to 5 pm on T Day. Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc) – Upto 4 pm on T Day. Electronic Applications (Syndicate Non-Retail, Non-Individual Applications) – Upto 3 pm on T Day. Physical Applications (Bank ASBA) – Upto 1 pm on T Day. Physical Applications (Syndicate Non-Retail, Non- Individual Applications of QIBs and NIIIs) – Upto 12 pm on T Day and Syndicate members shall transfer such applications to banks before 1 pm on T Day
Bid Modification	From Issue Opening date up to 5 pm of T Day
Validation of bid details with depositories	From Issue Opening date up to 5 pm of T Day
Reconciliation of UPI mandate transactions (based on the guidelines issued by NPCI from time to time): Among Stock Exchanges – Sponsor Banks – NPCI and NPCI – PSPs/TPAPs** – Issuer Banks; Reporting formats of bid information, UPI analysis report and compliance timelines.	On Daily basis Merchant Bakers to submit to SEBI, sought as and when
UPI Mandate acceptance time	up to 5 pm of T Day

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